

FOR IMMEDIATE RELEASE:

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Underage Alcohol Consumption and Conversation Tips for Parents

The Red Rock Regional Prevention Coordinator (RPC) would like to remind the public that excessive alcohol use is responsible for more than 4,300 deaths among youth every year. Even though alcohol is illegal to purchase for those under 21 years of age, around 11% of all alcohol consumed in our nation is done so by those under 21¹. It is no secret there are many harms associated with underage drinking including traffic crashes, violent crime, unintentional injuries, and even death. There are many steps parents can take to prevent underage drinking, but the most important is talking with your children. Conversation tips are listed below²:

- Show them you disapprove of underage alcohol use as well as other drugs
- Show them you care about their health, wellness, and success in life
- Show them you're a good source of information regarding drugs and alcohol
- Show them you are paying attention and that you discourage risky behaviors
- Build their skills and strategies to avoid underage alcohol and drug use

Red Rock RPC takes a proactive approach in reducing substance abuse among communities, specifically underage drinking and the non-medical use of prescription drugs. They identify factors in a community that cause the risk of substance abuse and work to promote protective factors that serve to minimize the risk of substance use/abuse. The RPC is funded through the Oklahoma Department of Mental Health and Substance Abuse Services and the Substance Abuse and Mental Health Services Administration. For more information on underage drinking and other substance abuse prevention topics, please visit <http://www.samhsa.gov/underage-drinking-topic> or call the Red Rock Regional Prevention Coordinator at 405-401-2390.

¹ <https://www.cdc.gov/alcohol/fact-sheets/underage-drinking.htm>

² <https://www.samhsa.gov/underage-drinking/parent-resources/five-conversation-goals>